



# UX / UI Portfolio

Ali Solomon | [alexandra.h.solomon@gmail.com](mailto:alexandra.h.solomon@gmail.com)



# About Me

I am an innovative, driven professional focused on creating great customer experiences in the tech industry through problem solving, critical thinking, and empathy.

My diverse background in writing, web development, user experience, customer service and HR promotes a human-centric perspective and keeps inclusivity and collaboration at the forefront of the product lifecycle.

As a lifelong learner, I strive to improve myself personally and professionally, with skills ranging from HTML/CSS and UX Design to rock climbing and scuba diving. In my free time, I enjoy reading, yoga and volunteering with FreeCodeCamp.

[LinkedIn](#) | [GitHub](#)





# Table of Contents

- Time Confetti App Design
  - Discovery / Research Analysis
  - Design Concepts & Sketching
  - Prototyping
  - Testing
  - Design Iteration
  - Solution & Impact Overview
- Indy Design Week - Figma Graphic Designs
- Run Into Art (personal shoe designs - former Etsy shop)



# Time Confetti App

Time Spent Wisely

Ali Solomon

Tools Utilized:

Miro | Figma | Google Suite | Lookback



# The Challenge

In my research, I discovered that only **20% of my survey participants felt they had a healthy relationship with technology**, an issue that I personally face as well.

The challenge that Time Confetti aims to solve is to help our users track their habits and manage their time in a way that helps them meet their goals, whether it's picking up a new skill or reinforcing a healthy habit.





# Discovery: Research & Analysis

Before I began designing, I surveyed 14 participants of various ages and stages of life and used Miro and Google Slides to synthesize and present the data in an impactful way using an Affinity Wall and clustering approach.

## Time Confetti Research Plan

## Time Confetti Research Report

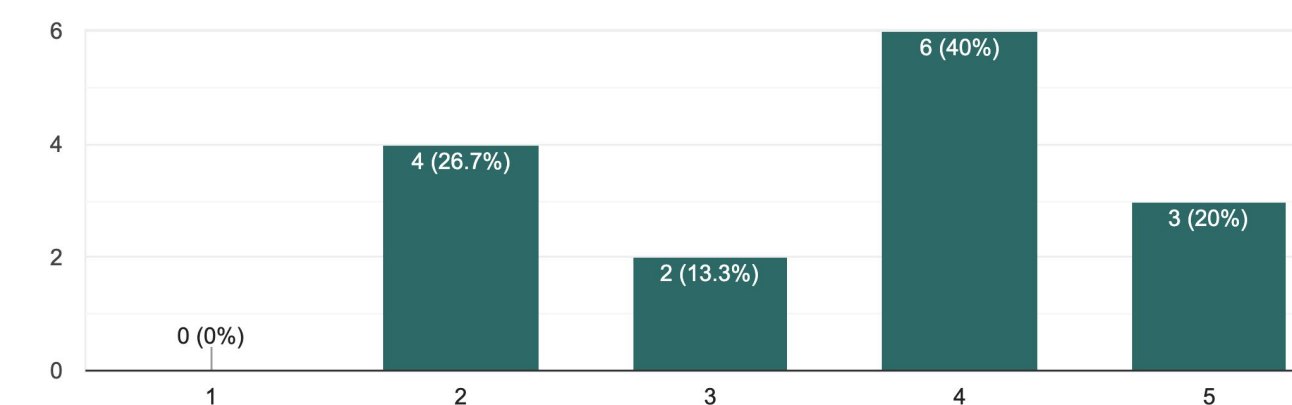
After completing a Research plan, my discovery process consisted of:

- Formulating a survey that measured how people are spending their time and in what quantities, and what tools they used to stay motivated and organized.
- I chose a Google Form survey format because it is easier to reach a wide audience and is entirely customizable.

On a scale of 1-5 (1 being the lowest and 5 being the highest) do you think you have a healthy relationship with the technology you use in your everyday life? \*



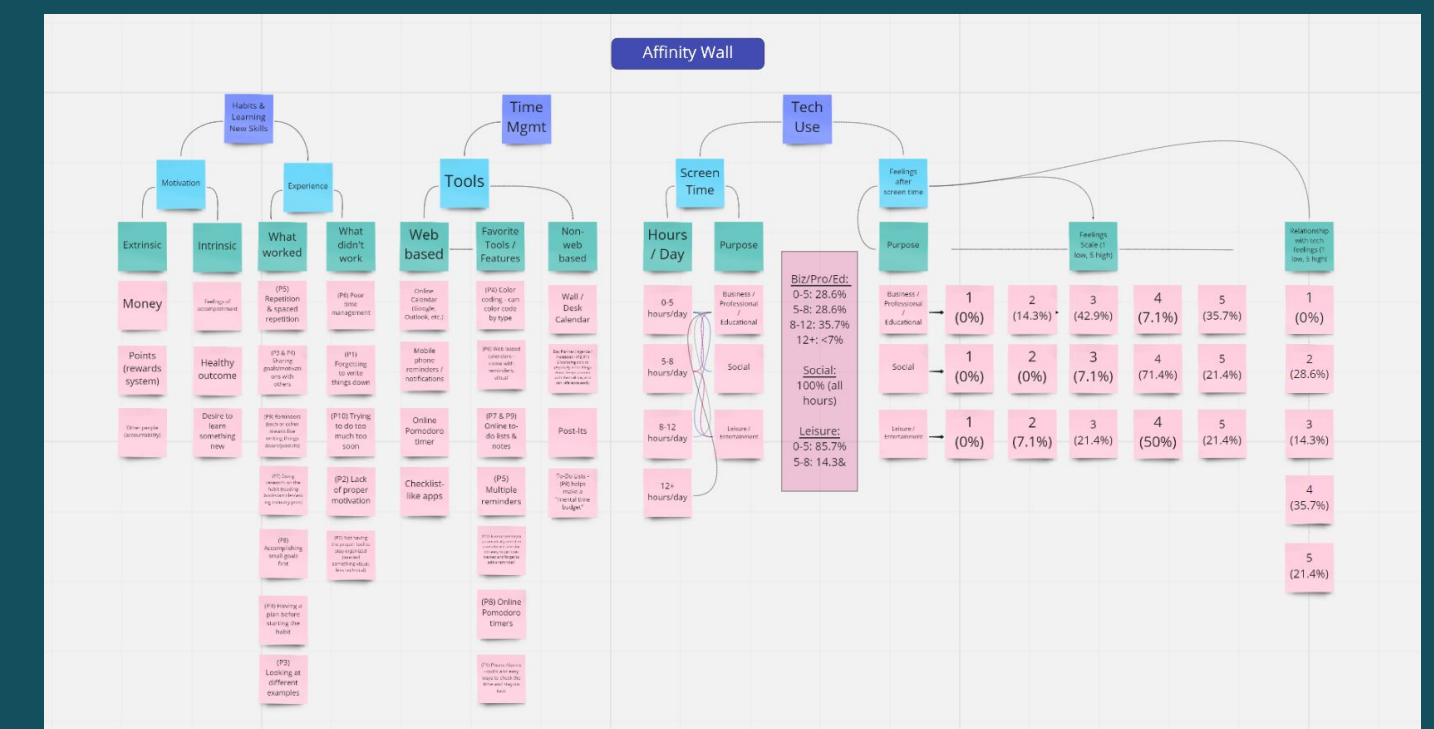
On a scale of 1-5 (1 being the lowest and 5 being the highest) do you think you have a healthy relationship with the technology you use in your everyday life?  
15 responses



(P5) Not having the proper tool to stay organized (needed something visual, less technical)

### Users:

- busy people without a lot of free time
- people who want to form new habits
- people who have trouble staying organized / sticking with a new habit



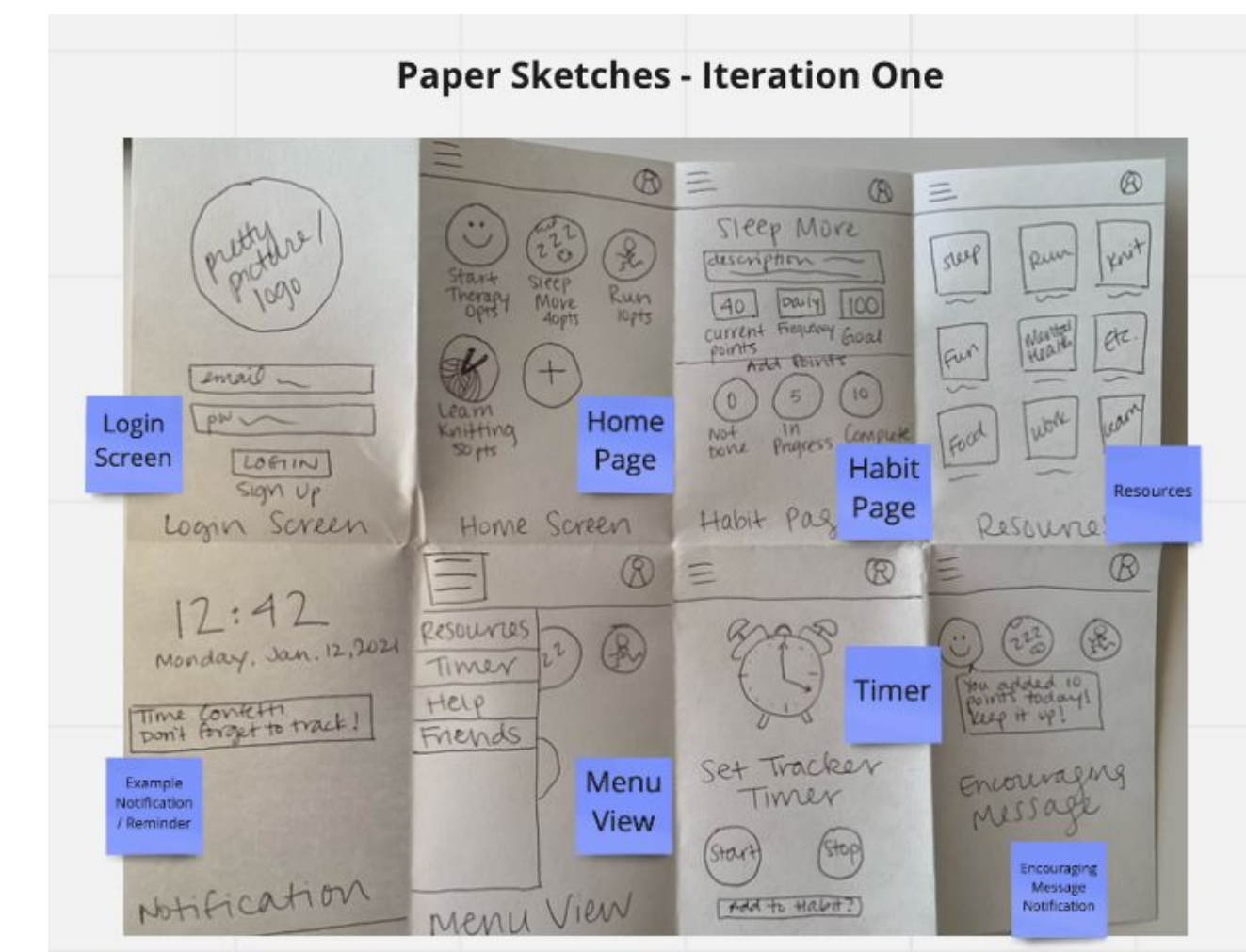
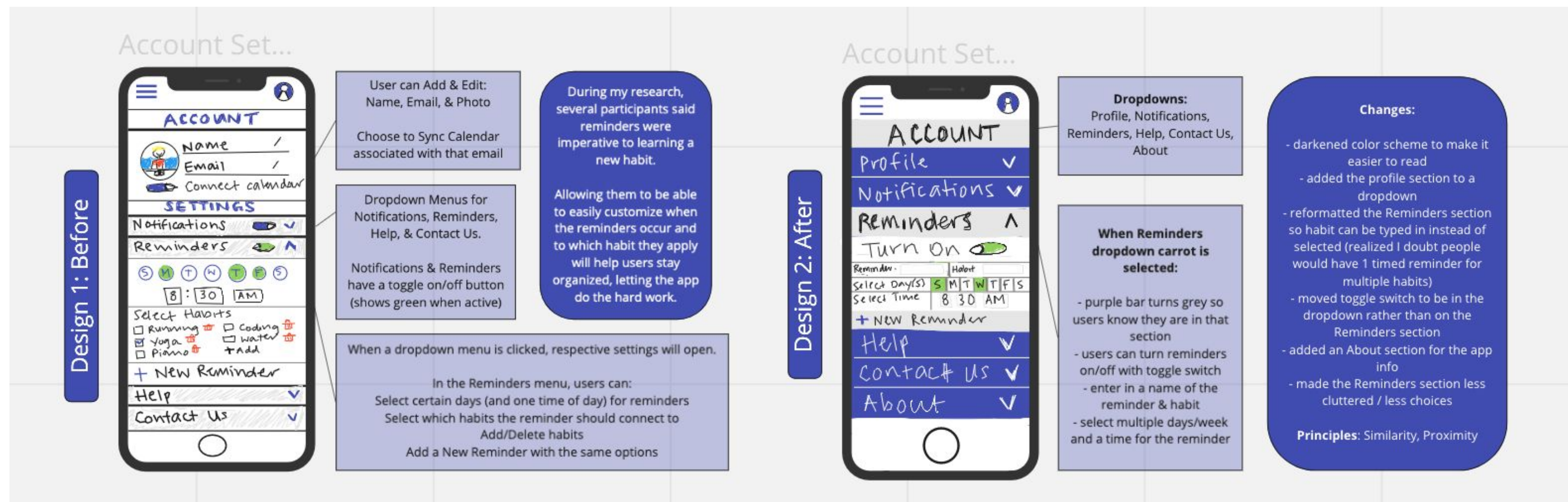


# Design: Concepts & Sketching

One of my key findings revealed that my participants found customizable reminders extremely useful, and initially I wanted to incorporate that functionality in my design of the Account Settings page (shown on the bottom left) and have my users test it out.

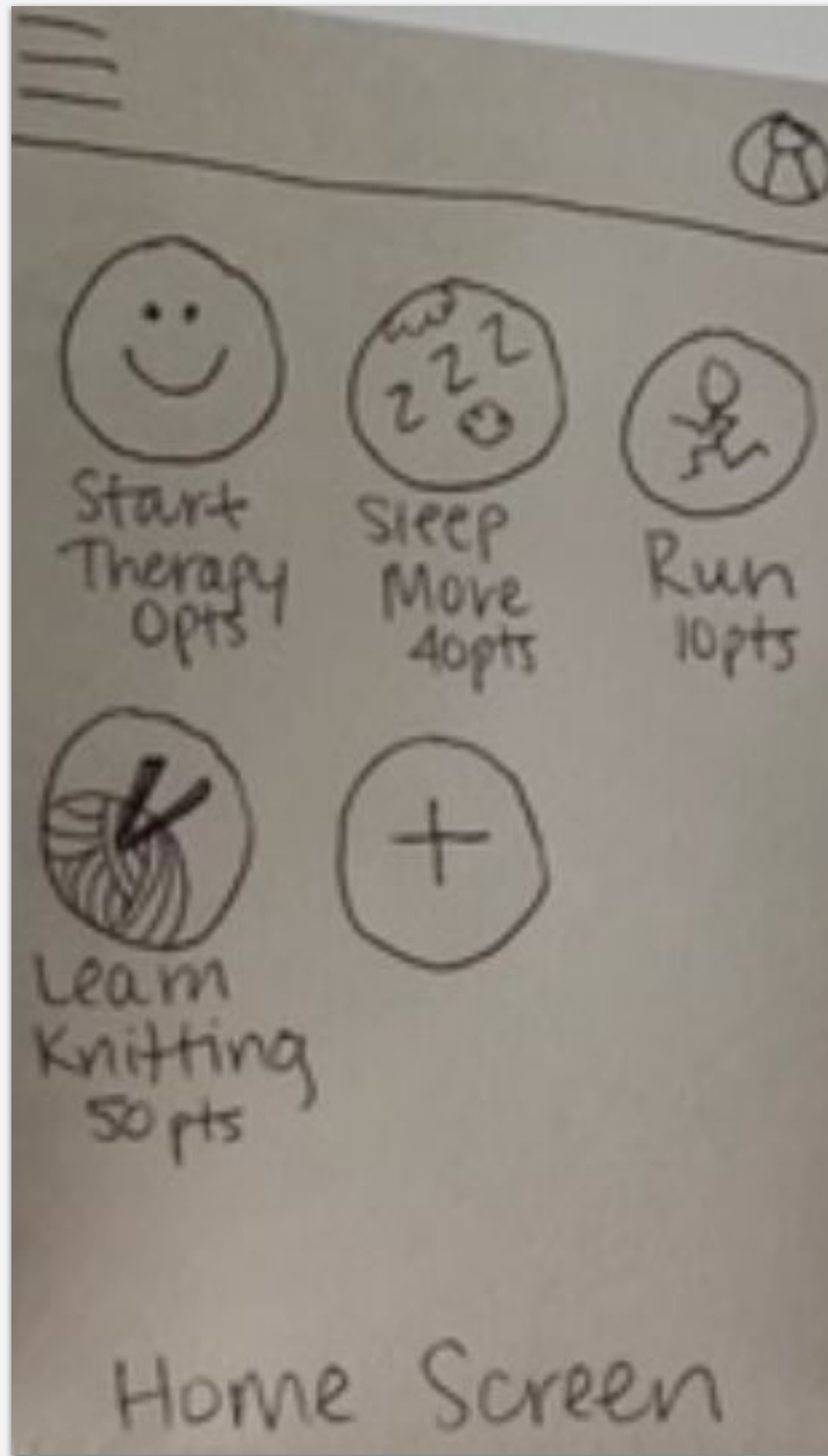
As I reviewed my data further and did a Feature Priority exercise, I **scrapped that initial idea** and began going through the “Figure 8” ideation process (shown on the bottom right) to come up with other ideas that would help me better convey the app’s purpose and allow my users test out a core functionality of the app, rather than just updating a profile picture or using the settings.

While the custom Reminders feature is important, I felt that using the Login screen and Creating A Habit would offer a **more easily understood testing experience** when users saw the app for the first time.

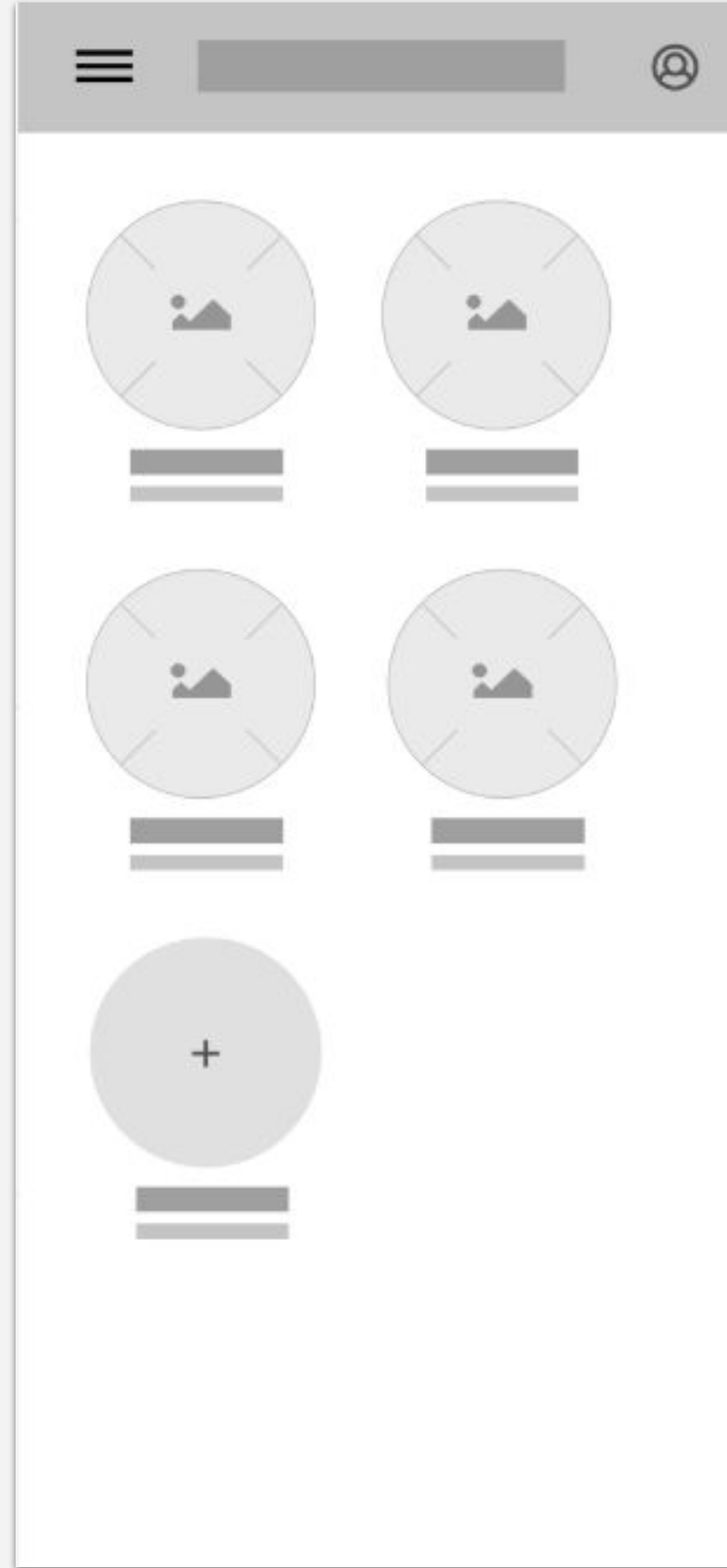




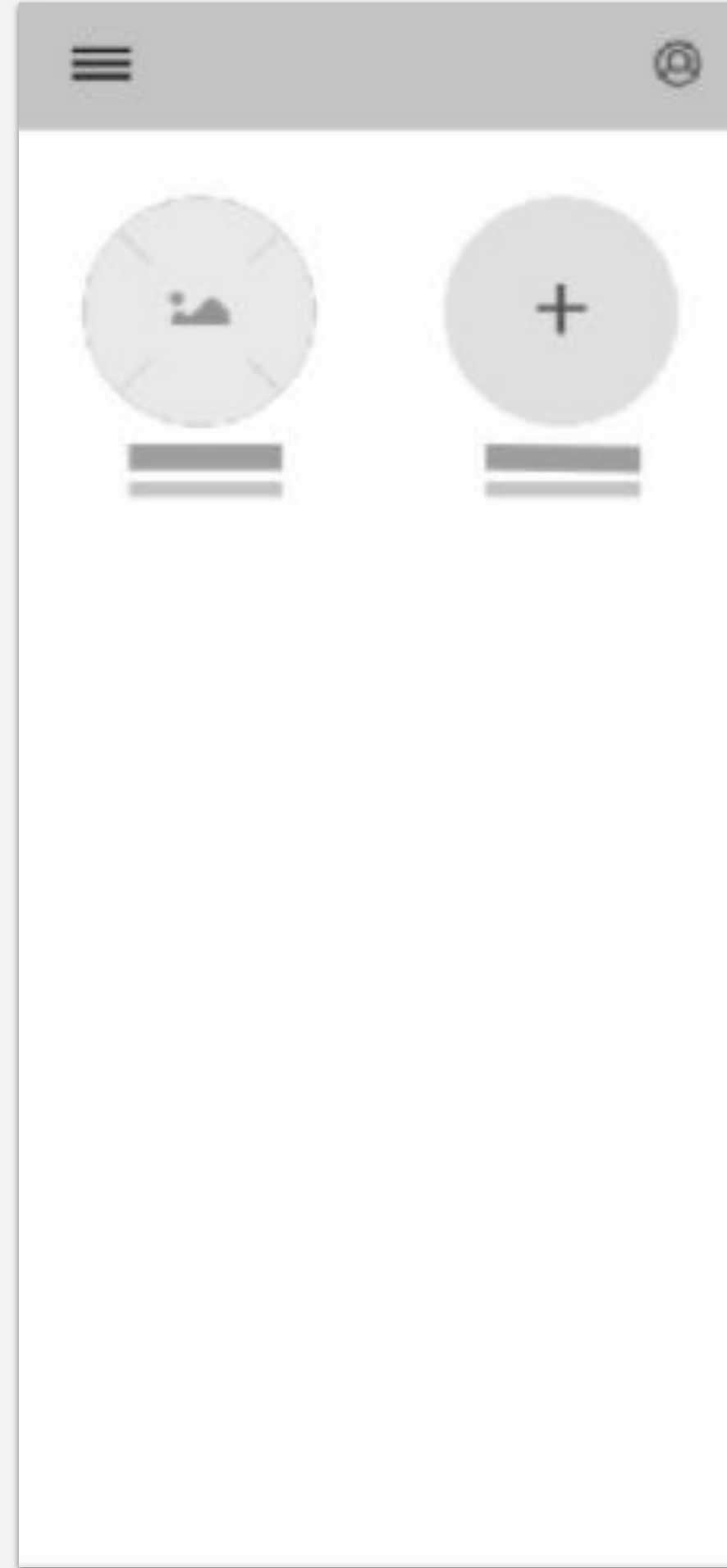
# The Habit Homepage Evolution



1



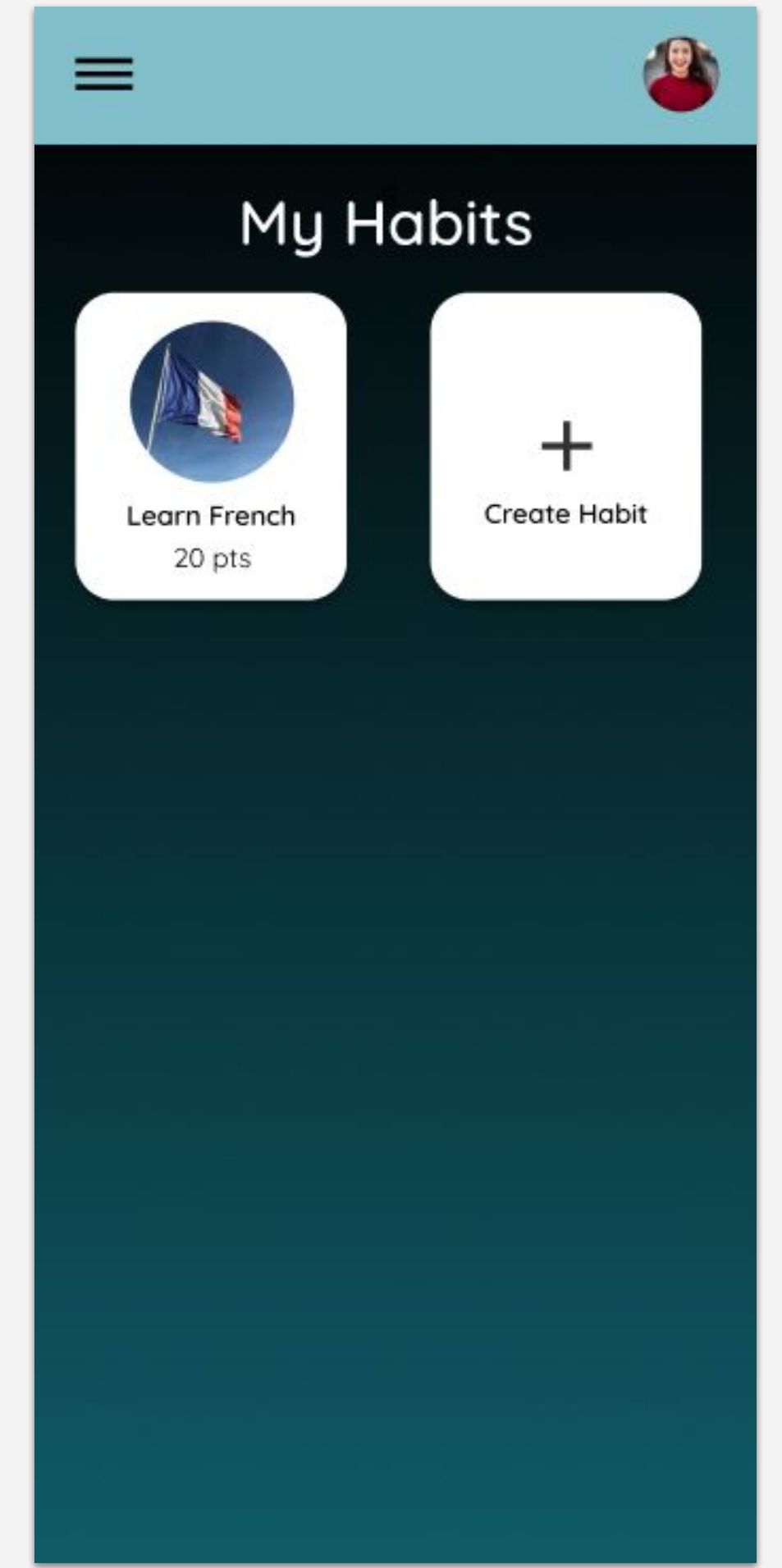
2



3



4



5



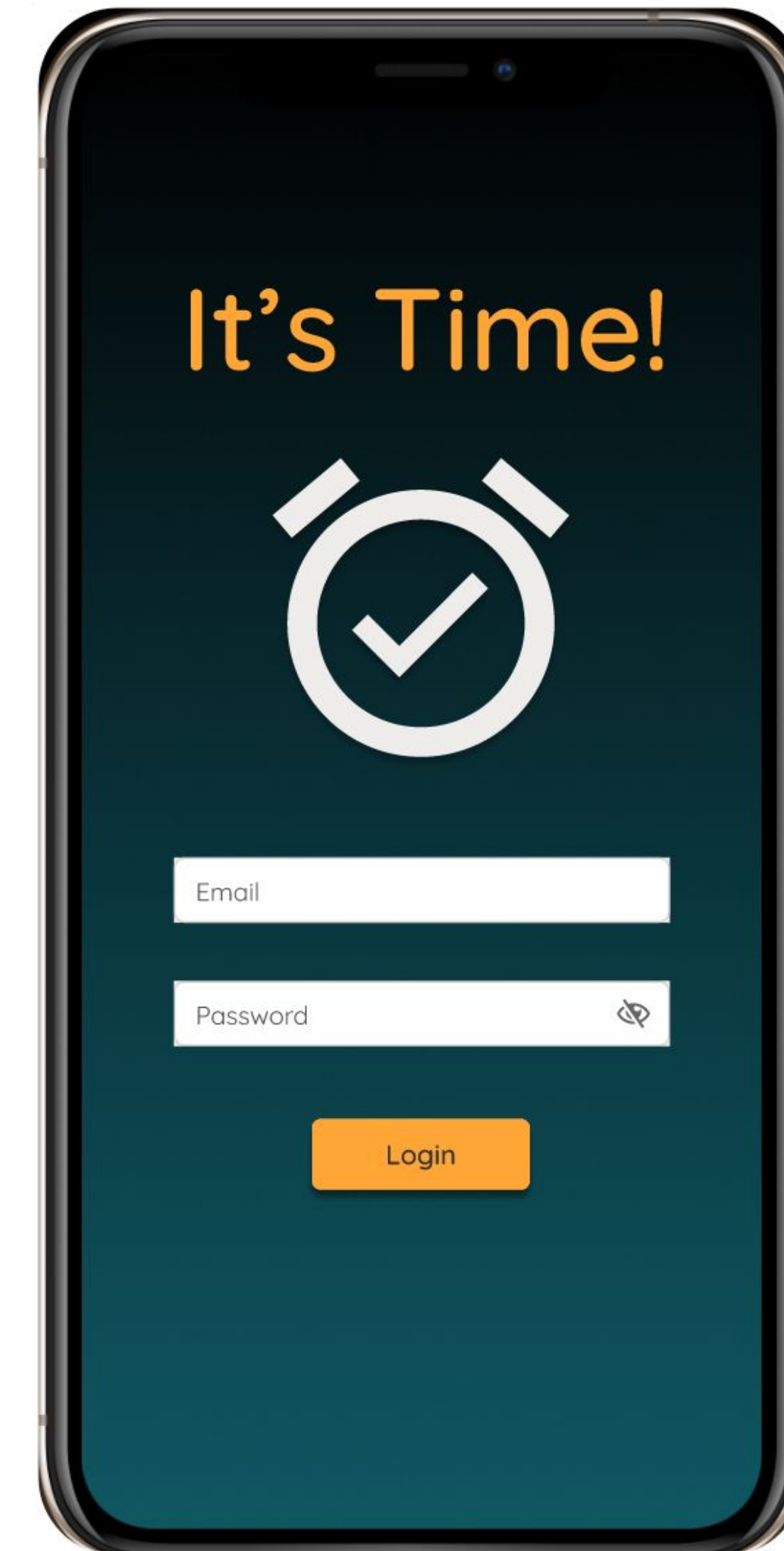
# Develop: Prototyping

I used the tool Figma for my low- and high-fidelity prototyping.

Here are links to my high-fidelity prototypes so you can click through them for yourself:

[Time Confetti Version 1.0 Prototype](#)

[Time Confetti Version 2.0 Prototype](#)





# Test: Validation, Usability, Feedback

As I began prototyping, I used several methods to collect feedback from my participants:

- Sharing the clickable prototypes with former survey participants in the low-, mid-, and high-fidelity phases
- Developing Usability Guides for my initial discovery & low-fi testing
- Using Lookback's software to capture usability tests for my final version

## Time Confetti - Lookback Usability Report

Insight	Change	Insight	Change
Approximately 30% of testers were unsure of what to do at the end of the study and kept clicking around after the habit had been added and the test concluded	Added a "Habit Submitted" modal / confirmation screen once their habit had been added	The Home Page wasn't entirely intuitive. There wasn't any information on the page itself indicating that was where the user's habits were stored	Added a "My Habits" title to the top of the Home Page

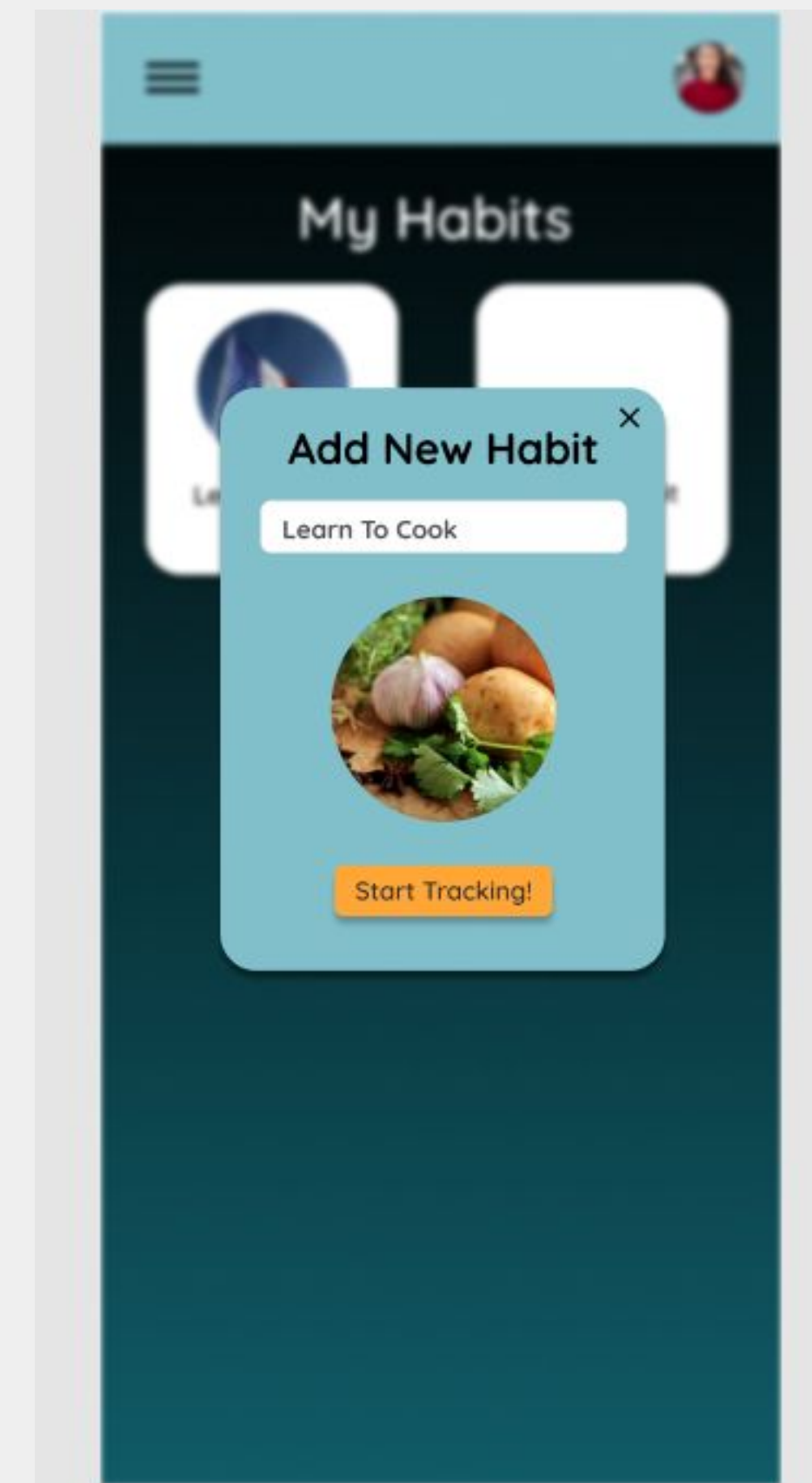


# Design: Iteration

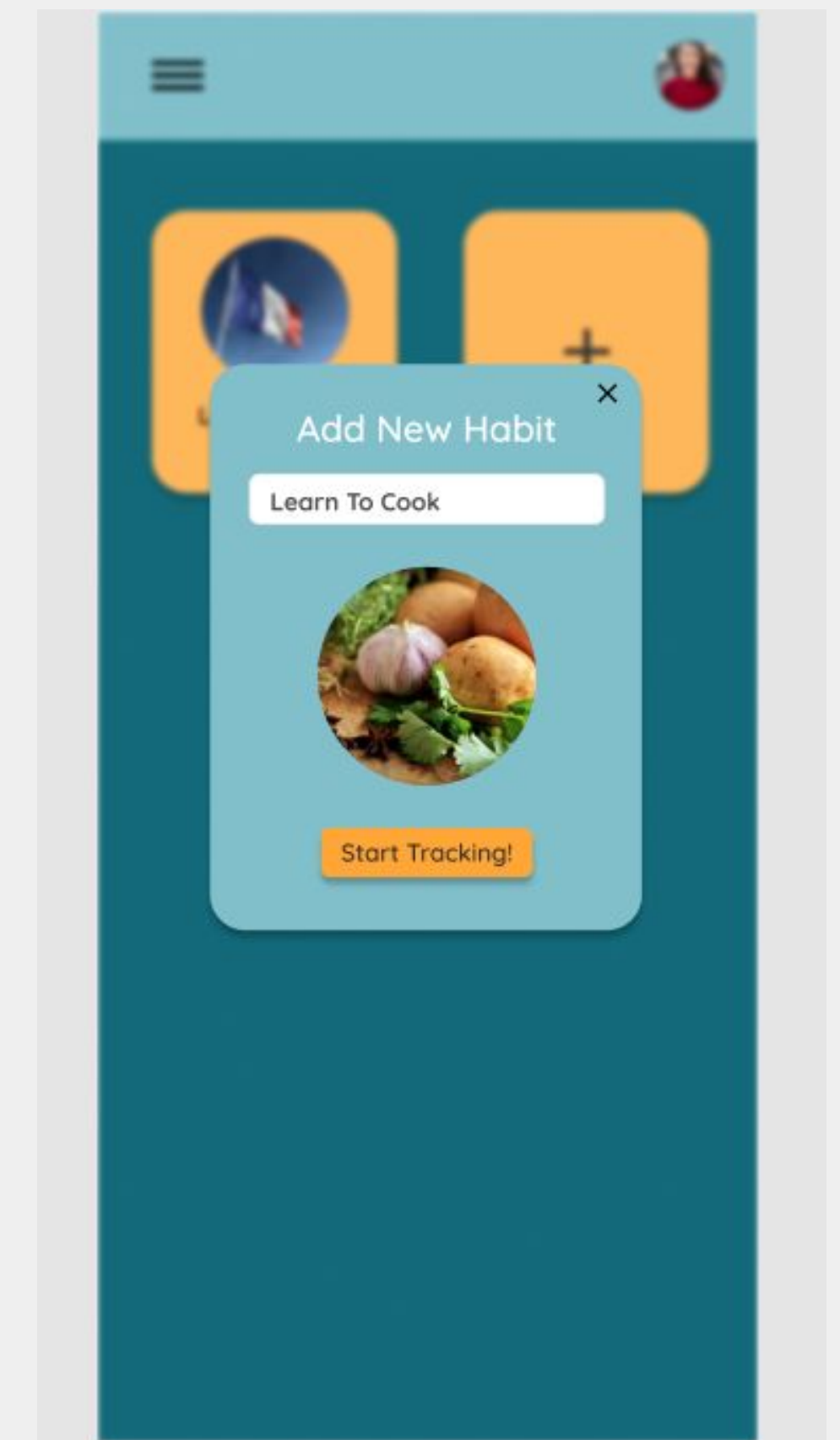
and user flow for my first two designs.

I made a point to make my final design more accessible so the major points of my app passed the AAA guidelines.. Some accessibility updates I made were:

- Increased font size of Titles from 21 to 24
- Double checked that all text on buttons and in fillable fields are size 14
- Darkened the background and added a gradient
- Changed the card color from orange to white
- Bolded the “Add New Habit” title and changed the color to black from white



Version 2



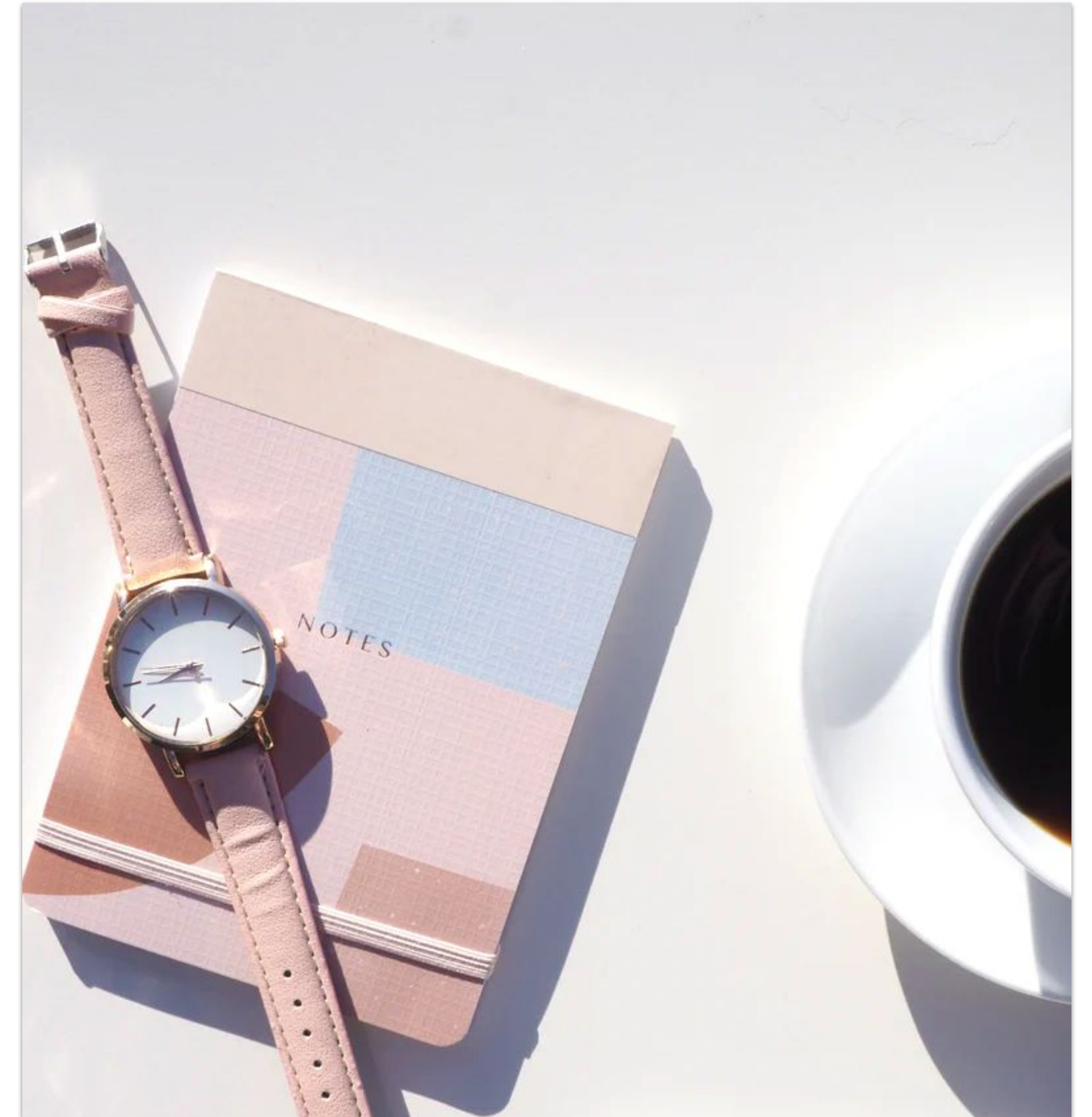
Version 1



# Solution & Impact Overview

My final solution is a high-fidelity clickable prototype that showcases my hard work and encapsulates all of the design principles and foundations I learned in my Udacity course:

- User Principles
- Research & Discovery Best Practices
- How to write a Research Plan & synthesize data
- Interviewing & Survey Tools
- Mastering Miro boards and the power of feedback
- Design Fundamentals
- Mastering Figma
- Gaining insight on relevant usability testing tools





# Indy Design Week Conference: Social Media Graphics

During the spring of 2021, I worked with a small team of Indy-based volunteers to provide social media-based marketing graphics for the 2021 Indy Design Week. Below are a few of my designs I created in Figma based on the artifacts and branding set forth by the team:

## JOB FAIR/COMMUNITY NETWORKING



DAY 1



DAY 2



DAY 3



DAY 4



DAY 5





# Run Into Art

In college, I had an Etsy shop called Run Into Art where I designed personalized shoes for various customers using acrylic paint, markers, and other creative materials. A portion of each purchase went to a charity of the buyer's choice.



Photo credits: Megan Renee Photography & myself



# Thank You!

Questions?

Please contact me at [alexandra.h.solomon@gmail.com](mailto:alexandra.h.solomon@gmail.com)